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ART 50
VI. CLAIMS

We claim:

5 1. A cosmetic composition, comprising:
 a) a non-aqueous carrier; and
 b) a plurality of non-aqueous carrier stable capsules;
 c) at least one sensorial perceptible material contained within such non-aqueous
 carrier stable capsules, wherein said plurality of non-aqueous carrier stable capsules rupture
10 after a duration of time in aqueous material.

15 2. A cosmetic composition as described in claim 1, wherein said plurality of capsules
 rupture after a duration of time to release said substance coincident to a discrete event
 occurrence.

3. A cosmetic composition as described in claim 1, further comprising perceived
 sensorial indicia.

20 4. A cosmetic composition as described in claim 2, wherein release of said substance
 coincident to said discrete event occurrence comprises a release rate sufficient to provide a
 perceived sensorial indicia of said discrete event occurrence.

25 5. A cosmetic composition as described in claim 4, wherein said indicia of said
 perceived sensorial indicia of said discrete event occurrence is selected from the group
 consisting of: a fragrance, a color, a change in tactility, and a sound.

30 6. A cosmetic composition as described in claim 5, wherein said discrete event
 occurrence comprises attainment of a level of therapeutic efficacy.

7. A cleaning composition as described in claim 5, wherein said discrete event
 occurrence comprises compliance with regulatory guidelines for use of said cleaning
 composition.

8. A cleaning composition as described in claim 7, wherein said cleaning composition comprises a liquid hand soap and wherein said discrete event occurrence comprises expiration of a duration of time in compliance with hand washing procedure.

5 9. A cleaning composition as described in claim 1, further comprising perceivable sensorial reinforcement attributes.

10. A cleaning composition as described in claim 1, wherein said capsules are selected from the group consisting of: single capsule type, capsule within capsule type, a mixture of 10 different configurations of single capsule types, and a mixture of different configurations of capsule within capsule types.

11. A method of washing hands, comprising the steps of:

15 a) applying a liquid hand soap to hands, wherein said liquid soap comprises a non-aqueous carrier containing a plurality of capsules that rupture after a duration of time when exposed to water;

b) combining said liquid hand soap applied to said hands with water;

c) rubbing said liquid hand soap applied to said hands; and

d) perceiving sensorial attributes of substances released from said capsules that rupture.

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12. A method of washing hands as described in claim 11, further comprising the step of configuring said capsules to rupture after a duration of time coincident to a discrete event occurrence.

25 13. A method of washing hands as described in claim 11, further comprising the step of configuring a population of capsules to rupture at a rate which provides perceivable sensorial reinforcement attributes.